

METHOD AND APPARATUS FOR CONTENT-LINKING SUPPLEMENTAL INFORMATION WITH TIME-SEQUENCE DATA

5 ABSTRACT

A method, apparatus and computer program product are disclosed for linking supplemental information and/or actions (120-124) on-the-fly with animation, audio and/or video data (110) for presentation, dependent upon the content of the animation, audio and/or video data (110). The supplemental information and/or
10 actions (120-124) are preferably advertisements and means of electronic commerce linked on the fly with the animation, audio and/or video data (110). In this manner, advertisements (162-168) can be flexibly and controllably delivered in combination with the animation, audio and/or video data (160). The latter may be delivered by broadcasting or by streaming over an electronic network. The animation, audio and/or
15 video data (210), advertisements (230) and an advertisement control database (220) containing linking mechanisms or structures are provided to a playback controller and/or interpreter (240), which can be implemented using a personal computer or a set topbox, prior to being displayed on a display or other presentation mechanism (250). The user can interact with the supplemental information and/or action (250).

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Fig. 2A